

NAVA

Innovative home rental – easy,
fast and carefree.

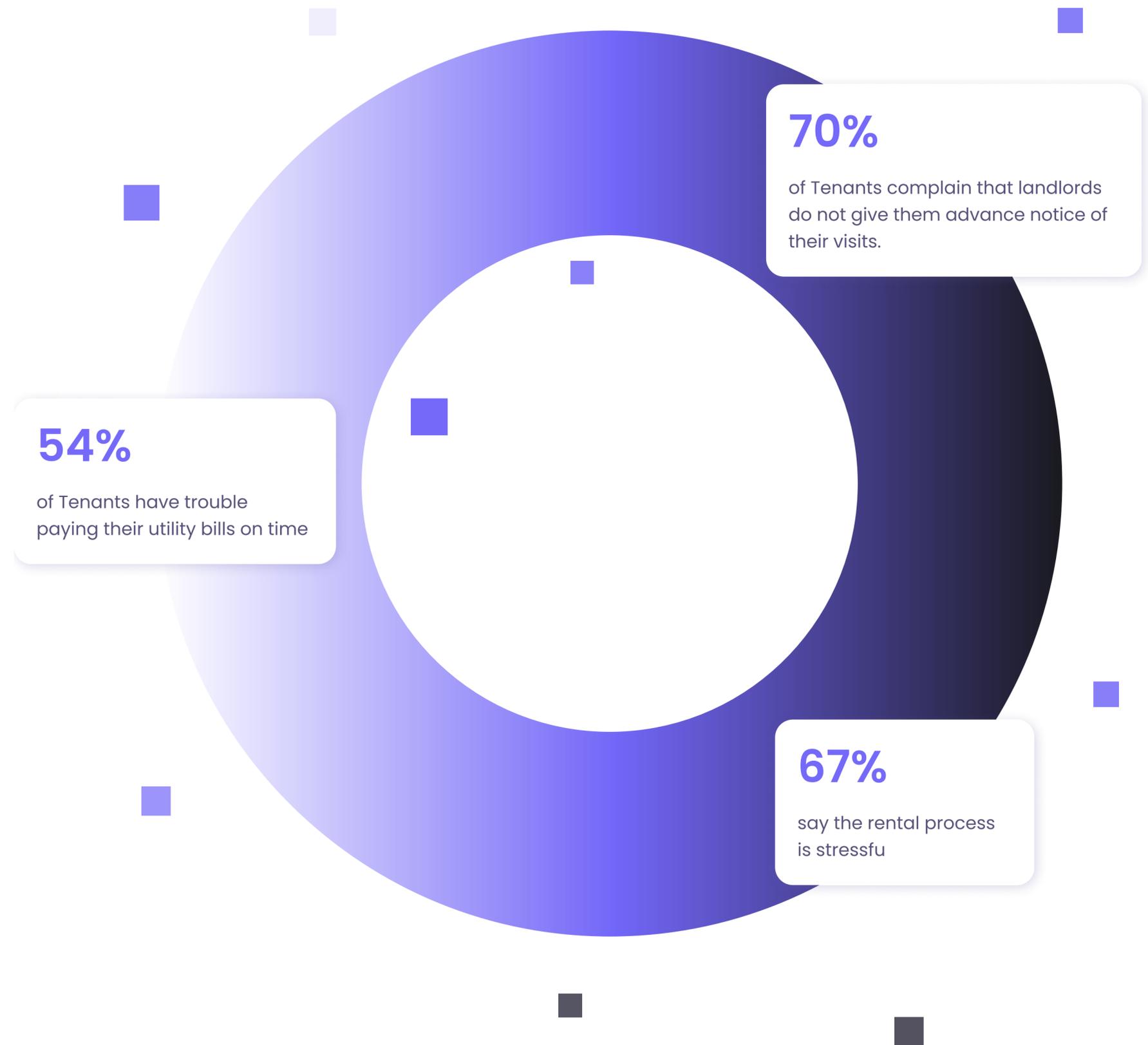
Key Problem Statement

Renting a home is a complicated and inconvenient process that involves many steps and unexpected costs:

- Utility and rent payments are scattered among several services.
- The need to sign paper contracts and document checks takes days or weeks.
- Keys that are easy to lose make it difficult to access the home.

Importance of the problem

- Renters are uncomfortable with the complicated process of finding housing and paper contracts.
- Today's users value convenience, transparency and speed. They are not ready to waste their time on lengthy rental processes when technology can simplify them.
- High demand for digital solutions, especially among millennials and Generation Z, who prefer to do everything online.



Nava's solution

The Nava app simplifies the process of renting a home by providing a comprehensive and easy-to-use solution. We remove all unnecessary complexity and make renting a simple and convenient process.

What we offer:

All services in one subscription:

Water, electricity, internet and other utilities are included in the subscription price. No need to worry about monthly payments anymore.

Simplicity and convenience:

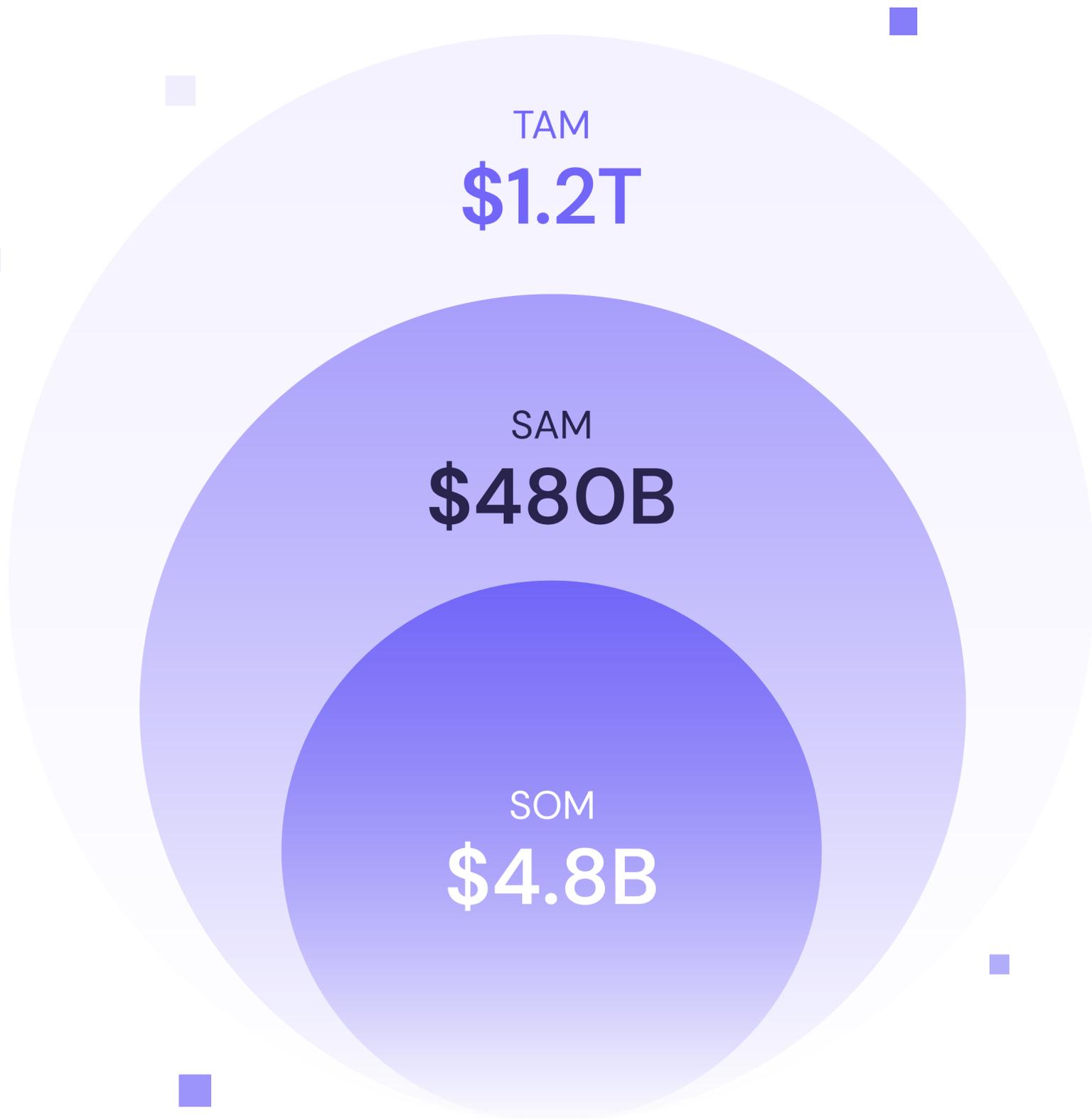
The rental process is fully automated through the app. Take a picture of your document (passport) and sign the rental agreement directly in the app.

Electronic key:

Your phone serves as a key to the apartment during the rental period. There is no need to make duplicate keys.

No prepayment:

Eliminating the need to prepay two months in advance and realtor's commission. You pay only for the actual rental time



Market Opportunity:

TAM Nava: \$1.2T

Global rental market – \$516.8T (Statista, 2024).

Key regions (US, Europe) – \$170T annually.

SAM Nava: \$480B (40% TAM)

Digital rental subscriptions for millennials & Gen Z.

40% of renters prefer mobile solutions.

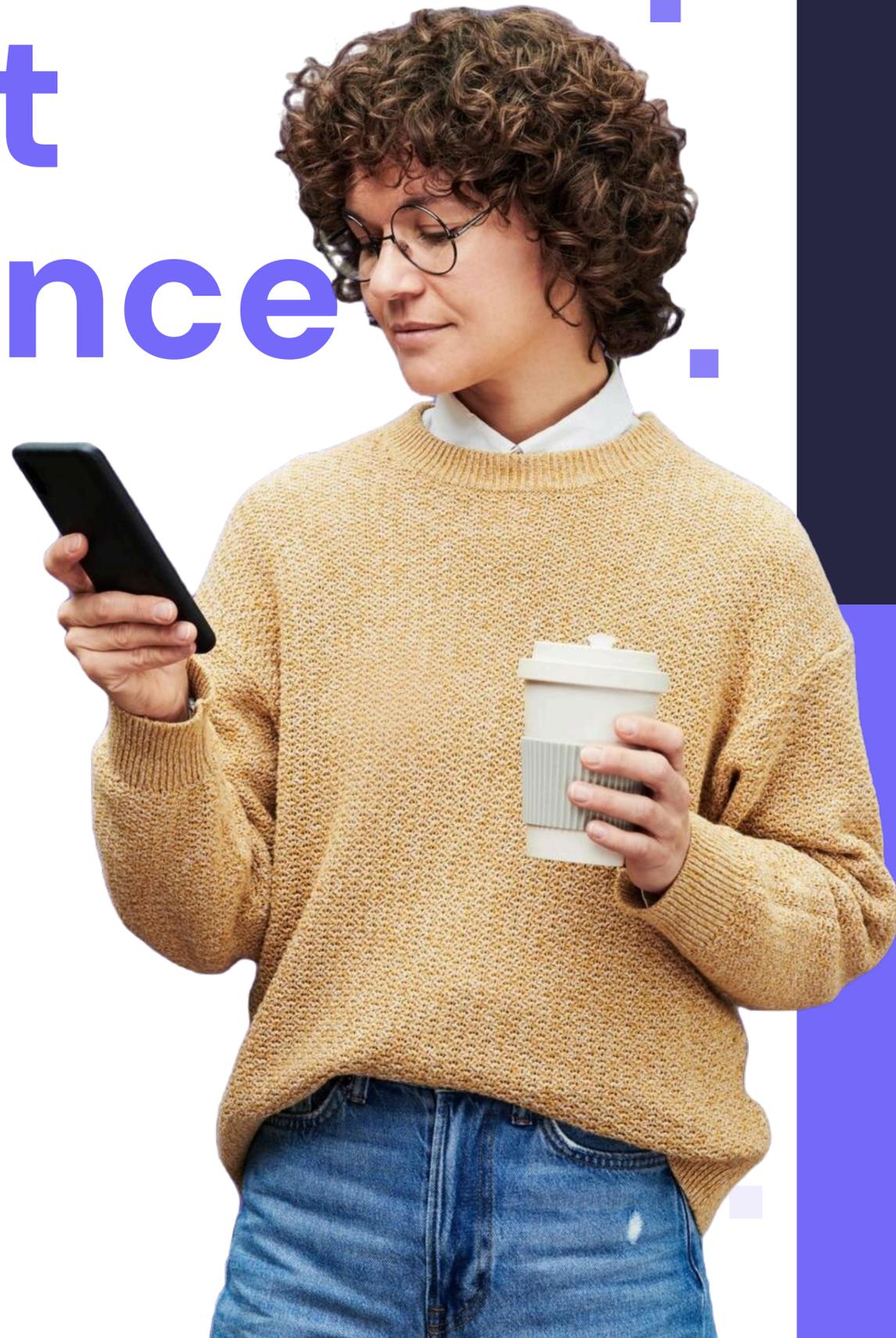
SOM Nava: \$4.8B (1% SAM)

Targeting top rental cities (NY, London, Berlin) to reach 1% in 3 years.

Key Insights:

- 40% of renters are willing to use mobile apps for rental management and payments.
- Around 35% of the population in developed countries rent housing, confirming high demand.

Target audience



Millennials & Gen Z (18–35 years old):

- Tech-savvy users.
- Prefer digital solutions over complex offline processes.
- Value convenience, speed, and transparency.

Expats, freelancers, tourists:

- Frequently relocate.
- Seek flexible rental options

Competitive Analysis

AirBnb, Spotahome, Blueground

Feature	Nava	AirBnb	Spotahome	Blueground
Utility bills are included in the subscription price:	✓	✓	✗	✓
Flexibility in lease terms:	✓	✓	✗	✗
Housing management via smartphone:	✓	✗	✗	✗
No prepayment	✓	✗	✗	✗

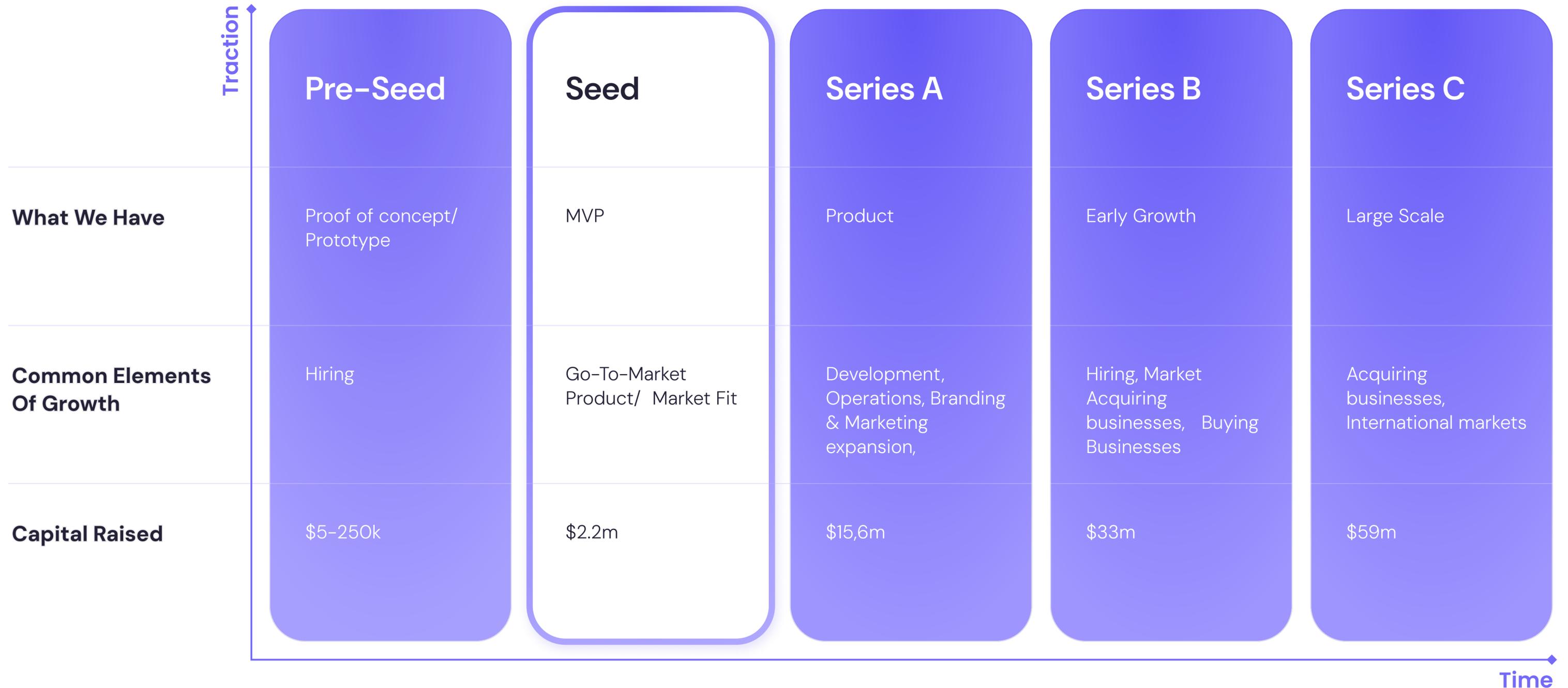
Revenue Forecast

Subscription Model:

Basic - \$2000/month • Living+ - \$3000/month • Premium - \$4000/month

Year	Feature	Basic Revenue	Living+ Revenue	Premium Revenue	Total Revenue
Year 1	10,000	\$9,000,000	\$12,600,000	\$9,000,000	\$30,600,000
Year 2	50,000	\$45,000,000	\$63,000,000	\$45,000,000	\$153,000,000
Year 3	150,000	\$135,000,000	\$189,000,000	\$135,000,000	\$153,000,000

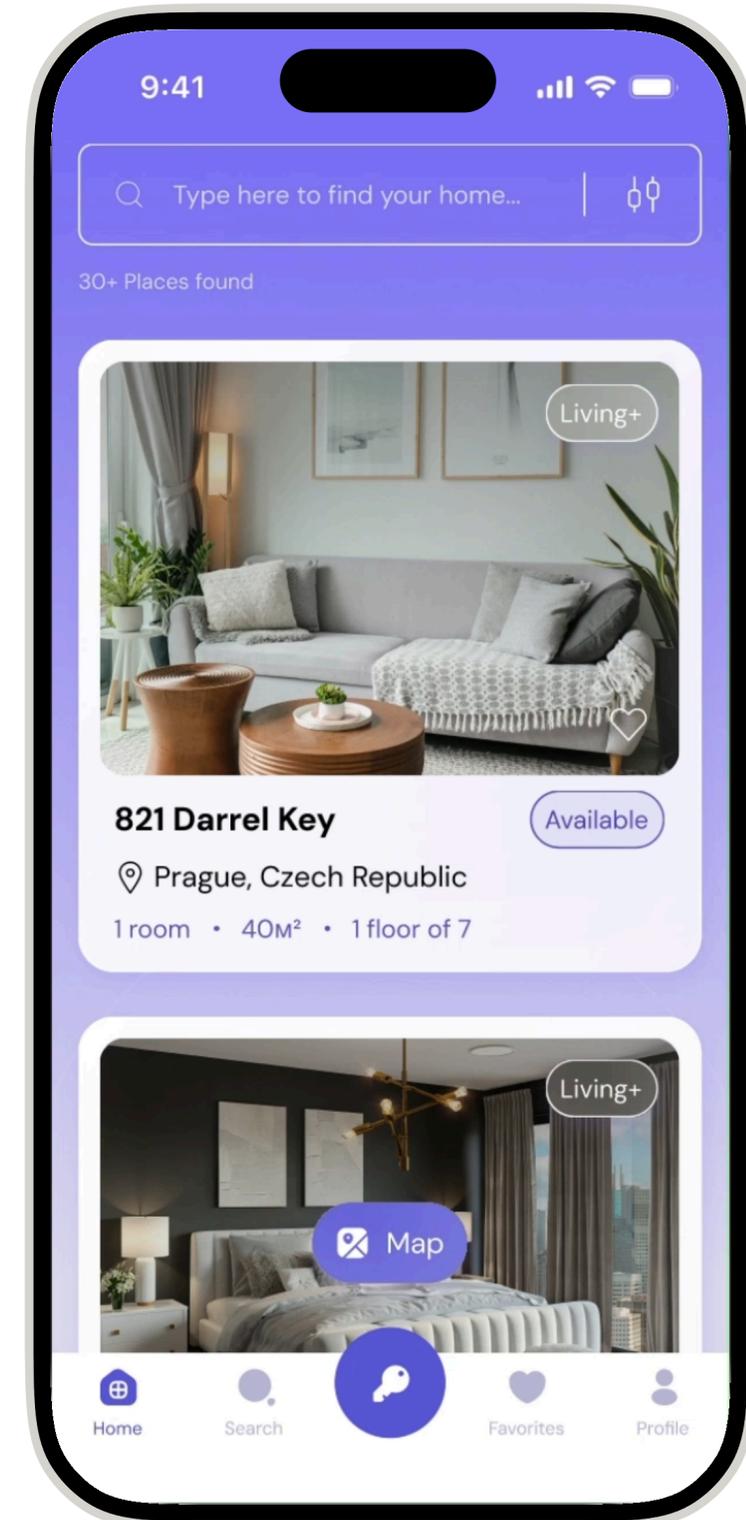
Which step are we on right now?

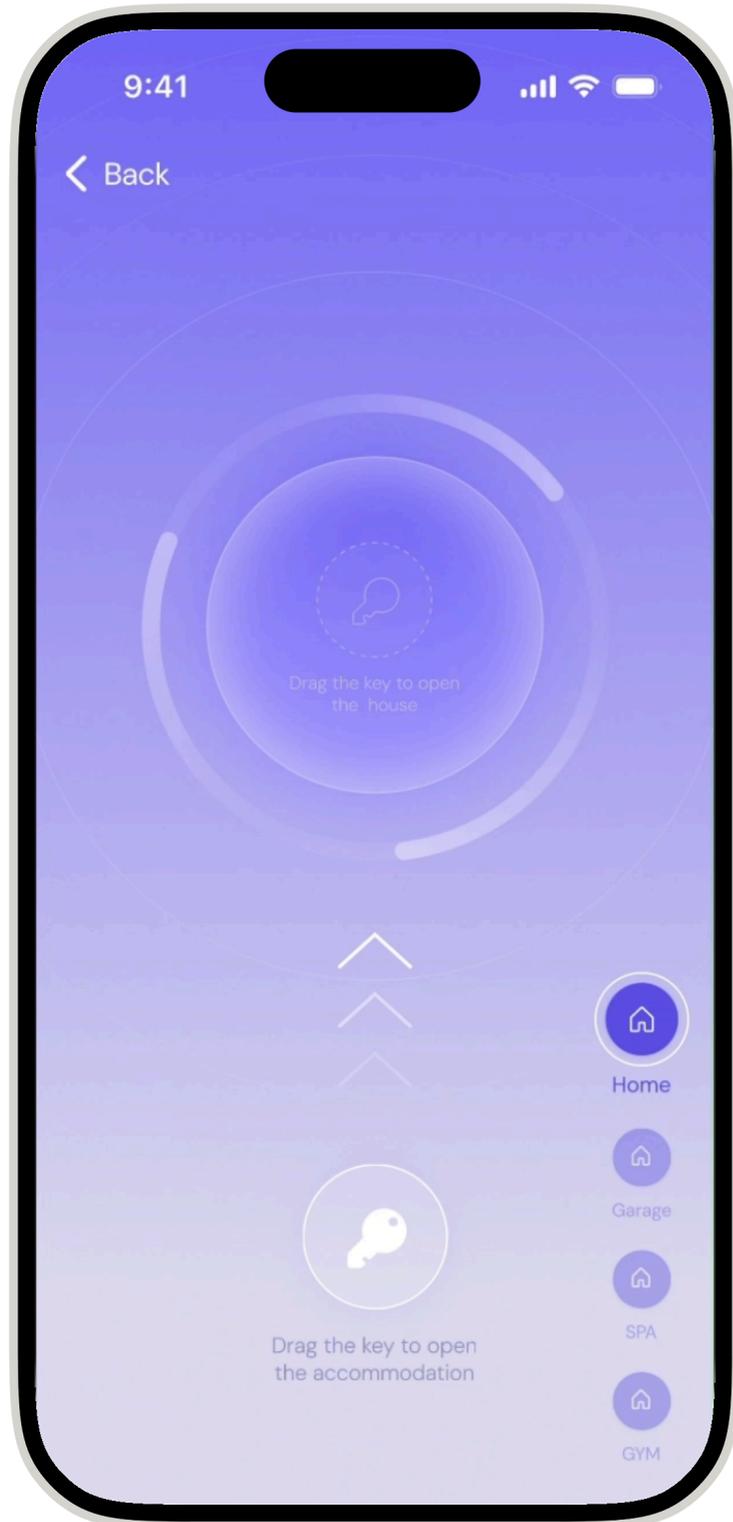


Nava app

Advantages of searching for a flat via our app:

- ✓ Utilities are already included, no hidden charges
- ✓ Signing the contract right in the app
- ✓ Access to the flat immediately after the lease is signed





Nava app

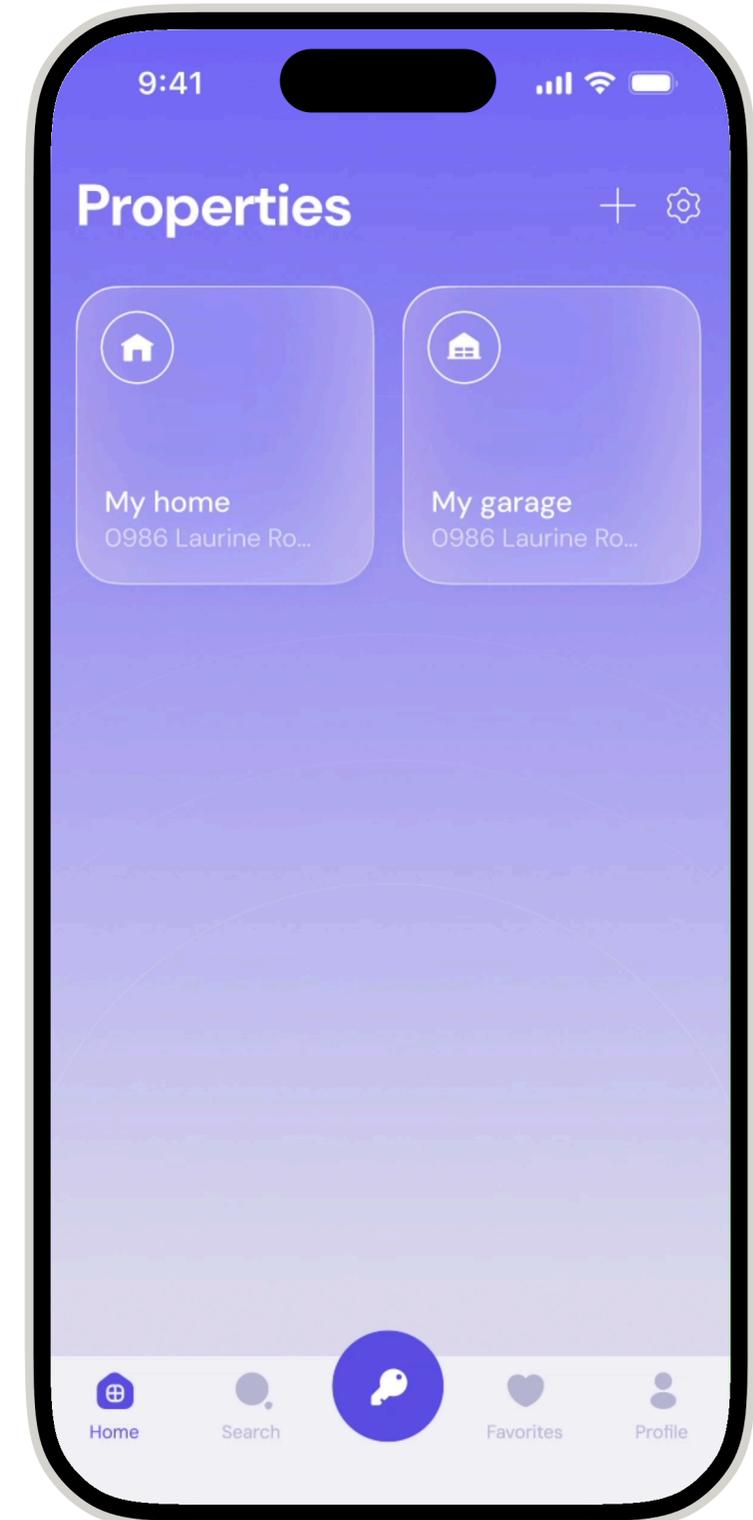
Advantages of Using a Smartphone as a Key:

- ✓ No need to search for or carry physical keys.
- ✓ Higher security compared to traditional locks.
- ✓ Remote access for guests or service providers.

Nava app

Advantages of Smart Home Control:

- ✓ Control lights, climate, and appliances from anywhere.
- ✓ Set schedules and smart routines.
- ✓ Customize settings for each room.



Go-To-Market Strategy Slide

Social Media Platforms:

- **Instagram, Facebook, TikTok:** Showcasing service convenience, customer reviews, and subscription benefits.
- **YouTube:** App feature reviews, tutorials, and user stories

Search Engine Marketing (SEM):

Google Ads targeting key searches like "rent an apartment online" or "easy housing rental."

Offline Channels:

- **Partnerships with property owners:** Collaborating with landlords and property managers to promote subscription models.
- **Events & exhibitions:** Participating in real estate and tech conferences to boost brand awareness.

What We Need:

We are seeking an initial investment of **\$2.5 million** to support the acceleration of Nava's growth and expansion into key markets.

40%

Product development

- Improving app functionality (e.g., seamless payment integration, enhancing security).
- Creating scalable infrastructure to support the growing number of users.

35%

Marketing and user acquisition

- Launching targeted campaigns on social media and search engines.
- Collaborating with influencers and referral programs to increase the user base.

15%

Partnerships and operations

- Expanding partnerships with property owners and service providers.
- Strengthening customer support services to operate 24/7.

10%

Team expansion

- Hiring specialists in UX/UI, development, and marketing to scale the business.

Our Team



Sylvia Conn, Quality Specialist.

Over 5 years in the industry.

Quality assurance and process improvement.



Bridget Kunze DDS, Designer.

Over 7 years in the industry.

Creative design and user experience.



Allan Shields, Analyst.

Over 10 years in the industry.

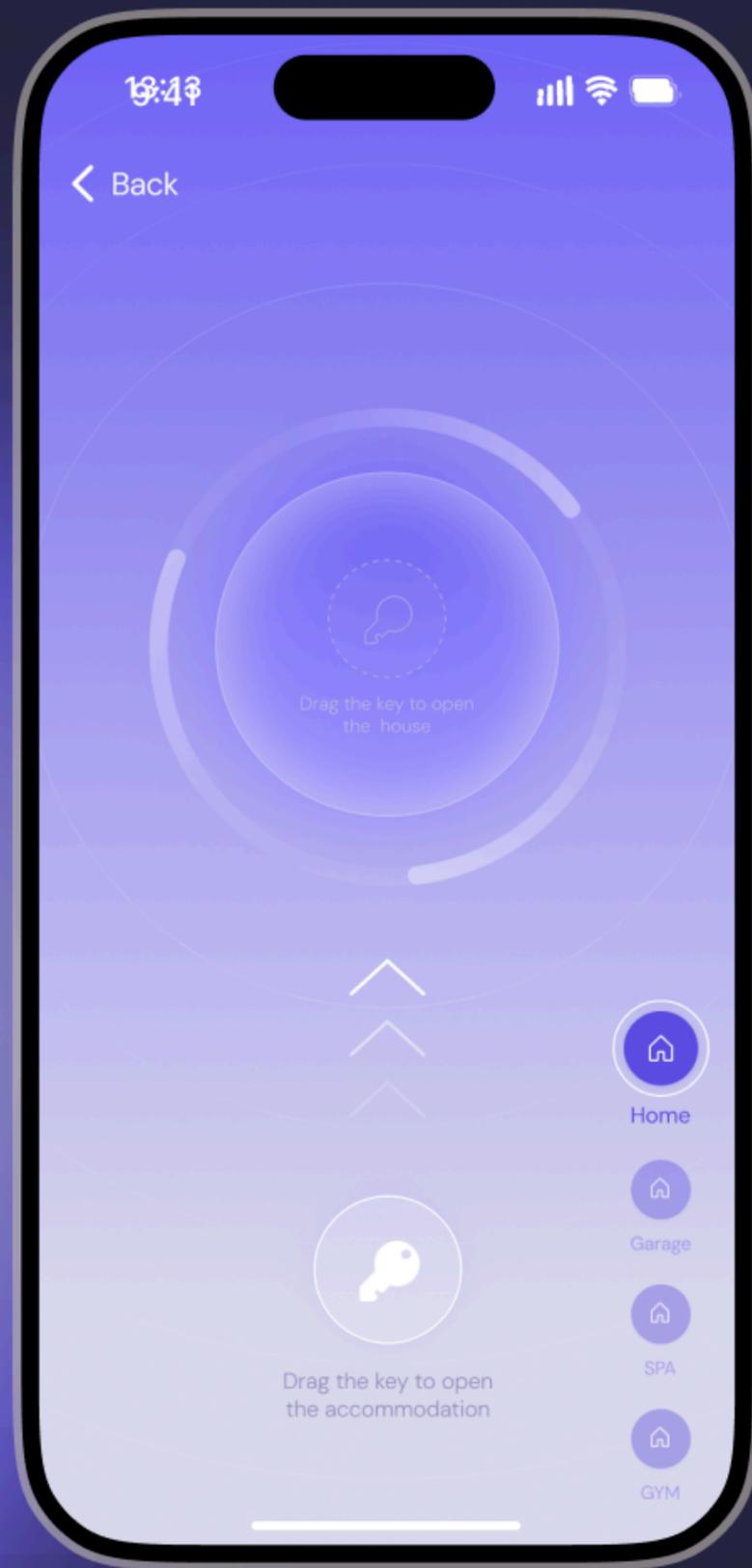
Data analysis and insights generation.



John Doe, CEO.

Over 15 years in the industry.

Overall strategy and management.



Nava's solution

Instead of dealing with traditional rental complexities like deposits, contracts, and manual payments, users can subscribe to a plan that includes rent, utilities, and smart access—all in one place.

Financials and Projection

ROI (Return on Investment) Scenarios for Nava

Scenario	Total Revenue	Net Profit	ROI
Optimistic	\$500 million	\$450 million	17,900%
Realistic:	\$100 million	\$27.5 million	10,000%
Pessimistic:	\$15 million	\$2.575 million	3%

JOIN US IN TRANSFORMING THE HOME RENTAL EXPERIENCE.

Contact us at
contact@example.com